Atty. Docket No.: YOR920030442US1 PATENT

Response to Office Action of October 15, 2009

Amendment for January 15, 2010

Appl. No.: 10/725,735

## **AMENDMENTS TO THE CLAIMS**

This listing of claims will replace all prior versions, and listings, of claims in the application:

1-30. (Cancelled)

31. (Currently Amended) A method for selecting a logical branch in a storyline among a plurality of available storyline branches on a computing device, based on voters' votes, comprising:

accumulating, the votes from the voters on a computing device during the presentation of the storyline;

excluding votes from the accumulated votes;

calculating a total for the accumulated votes; and selecting a winning tally that corresponds to one of the plurality of available storyline branches;

selecting said corresponding storyline branch of the plurality of available storyline branches, during the presentation of the storyline, as a future storyline branch, based on the accumulated votes.

- 32. (Previously Amended) The method of claim 31, further comprising transferring the future storyline branch to a content branching system.
- 33. (Previously Amended) The method of claim 32, further comprising displaying the transferred future storyline branch.
- 34. (Original) The method of claim 31, further comprising selectively excluding votes for a specific storyline branch.

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35. (Original) The method of claim 34, wherein selectively excluding votes for a specific storyline branch comprises excluding the votes within a predetermined period of time before the specific storyline branch occurs.

- 36. (Original) The method of claim 31, further comprising determining if the votes are weighted.
- 37. (Original) The method of claim 36, wherein if the votes are weighted, selectively multiplying the votes by respective weight factors.
- 38. (Original) The method of claim 31, further comprising determining if additional votes remain to be accumulated; and wherein if additional votes remain to be accumulated, repeating an accumulation of the votes until all the votes have been incremented.
- 39. (Previously Amended) The method of claim 31, further comprising saving a record of the selected storyline branch for later replay.
- 40. (Original) The method of claim 36, wherein the votes are weighted based on a graduated ticket pricing.
- 41. (Currently amended) A computer executable program product comprising computer [[Computer]] executable instructions [[that are]] tangibly embodied on a computer readable medium wherein the computer executable instructions perform the method steps of:

presenting a storyline having a plurality of possible future storyline branches to a plurality of voters;

accumulating votes from said voters for a continuing future storyline branch during the presentation of said storyline;

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excluding votes from the accumulated totals;
calculating a total for the accumulated votes; and
selecting a winning tally that corresponds to a storyline branch; and
selecting said corresponding storyline branch as the future storyline
branch during the presentation of said storyline based on the accumulated
votes, and

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generating a media version matrix by recording said selected and presented storyline branch.

- 42. (Previously amended) The computer program product of claim 41, further comprising the method step of transferring the selected storyline branch to a content branching system.
- 43. (Previously amended) The computer program product of claim 42, further comprising the step of displaying the transferred storyline branch.
- 44. (Previously amended) The computer program product of claim 41, further comprising selectively excluding votes for a specific storyline branch.
- 45. (Previously amended) The computer program product of claim 44, further comprising the step of excluding votes cast within a predetermined period of time before the specific storyline branch occurs.
- 46. (Previously amended) The computer program product of claim 41, further comprising the method step of determining if the votes are weighted.
- 47. (Previously amended) The computer program product of claim 46, further comprising the method step of selectively multiplying the votes by respective weight factors.

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48. (Previously amended) The computer program product of claim 41, further comprising determining if additional votes remain to be accumulated; and if additional votes remain to be accumulated, repeating the accumulation of the votes until all the votes have been incremented.

- 49. (Currently amended) The computer program product of claim 41, further comprising saving a record of the <u>selected</u> storyline branch for later replay.
- 50. (Previously amended) The computer program product of claim 46, further comprising the method step of weighing the votes based on ticket pricing.

51-60 (Cancelled)

61. (Currently Amended) A system for the dynamic selection of a logical branch from a plurality of available branches in a storyline recorded on an electronic medium comprising:

a media center that presents to a voter recorded media having a plurality of available logical branches;

at least one computer coupled to said media center, said computer also being coupled to said at least one voter through a voter interface;

said at least one computer having programming code to accumulate and process votes from [[said at least one voter]] a plurality of voters;

wherein during the presentation of said recorded media having a plurality of available logical branches said computer receives [[at least one vote]] a plurality of votes through said voter interface means, selectively excludes at least one received vote, multiplies at least one received vote by a weight factor, accumulates said at least one vote, and selects at least one logical branch,

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associated with the accumulated votes, from the plurality of available branches creating an interactive storyline in real time.

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- 62. (Previously Amended) The system of claim 61, further comprising a media version matrix generated by recording the at least one logical branch selected during the presentation of said recorded media having a plurality of available logical branches.
- 63. (Previously Amended) The system of claim 62, wherein said at least one computer specifies a particular previously selected storyline from said plurality of possible storylines to be presented to a voter through said media center by recalling said version matrix associated with said recorded logical branch.
- 64. (Original) The system of claim 61, wherein said at least one computer coupled to said media center includes at least one portable device.
- 65. (Original) The system of claim 64, wherein said voter interface is said at least one portable device.
- 66. (Currently Amended) The system of claim 61, wherein said voter interface is a device [[leeal]] directly coupled to said media center.
- 67. (Currently Amended) The system of claim 65, wherein said voter interface is [[remote]] indirectly coupled to [[from]] said media center via an over the air interface.